

## 61.99.99.R0.01 University Information



Approved January 21, 2020  
Next Scheduled Review: January 21, 2020

---

### Procedure Summary

---

Responsibility for external affairs, news media relations, and the general information program of Texas A&M University-Commerce rests with the Office of Marketing and Communications.

---

### Procedures and Responsibilities

---

- 1 Marketing and Communications manages internal and external communications regularly; prepares and releases university news to local, state, and national news media; and coordinates all media visits and inquiries. The Marketing and Communications Office publishes numerous internal and external communication pieces targeting the various university constituents: students, faculty, staff, sister facilities' staff, state officials, business leaders, leaders in secondary and higher education, donors, friends, corporations, foundations, and others with ties to the University.
  - 2 All news media inquiries and requests should be directed to the Executive Director of Marketing and Communications for external communication. The Executive Director of Marketing and Communications will communicate to external audiences on matters relating to university-wide policy positions, coordinate with all other Texas A&M University System component offices of public information or the equivalent, and serve as the liaison with The Texas A&M University System's Office of Communications.
- 

### Related Statutes, Policies, or Requirements

---

None

---

### Contact Office

---

Marketing and Communications  
903.886.5128